

Jazzicure Nailz

MOBILE NAIL SERVICE BY BROOKE
WEAVER



What she paid for vs. what she got

About The Company

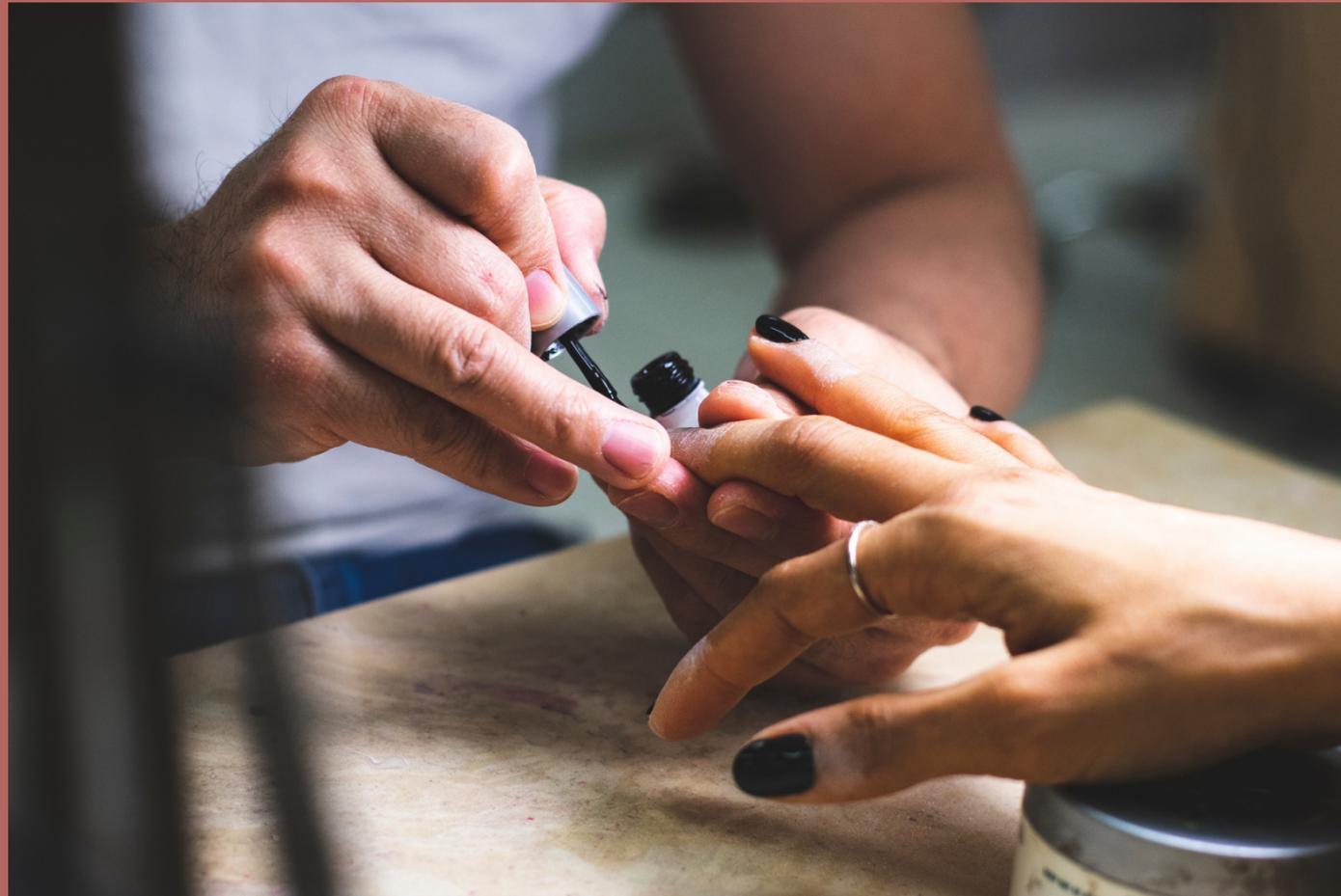
My company Jazzicure Nailz is a mobile premium nail care service for people of color to have a cultivating experience to their nail care and routine. "Wouldn't you want to go to a store and see people that look like you?"

Our mission is to offer relaxing and informative experiences to nail care and nail routine . In my companies vision we strive for opportunities, growth, and prosperity through our network connection

A safe havenn for self expression



The Problem



OUR STORY

I have been getting my nails done since the age of 11. Whether in the salon or doing them myself. Throughout the years I've had some experiences both in and out the salon. In the nail market today majorly the consumers are people of color while the work force is less than 2% people of color. Many women I knew or are in my family love getting their nails done but hate having to review surf every shop near them or be over charged for minimal work.

Our Service



OUR SOLUTION

Most nail salons in diverse communities don't really cater to certain people

That's where we come in!

I want to make my service available to those who want a more individualized experience in cosmetics. I want to use nail care products from business that are made by people of color for people of color. Cause it just makes sense.

Financial Stats



- The demand for private nail techs increases as there are 73 private nail tech for each salon that only houses a minimum of 10 workers- Zippia.com
- Currently the market value for nail art is 53.6bn USD with consumers spending 8.36bn USD annually.- statista.com

Target Group



My target audience are people of color between the ages of 13-80 looking to have a comforting diverse twist to nail care services. No matter age, religion, identity, or self expression all are welcome to my services. Although our target audience is pandered to POC, Jazzicure nails is a service for all. But our main focus is minority groups due to a lack of representation in the beauty field.

Marketing Strategy



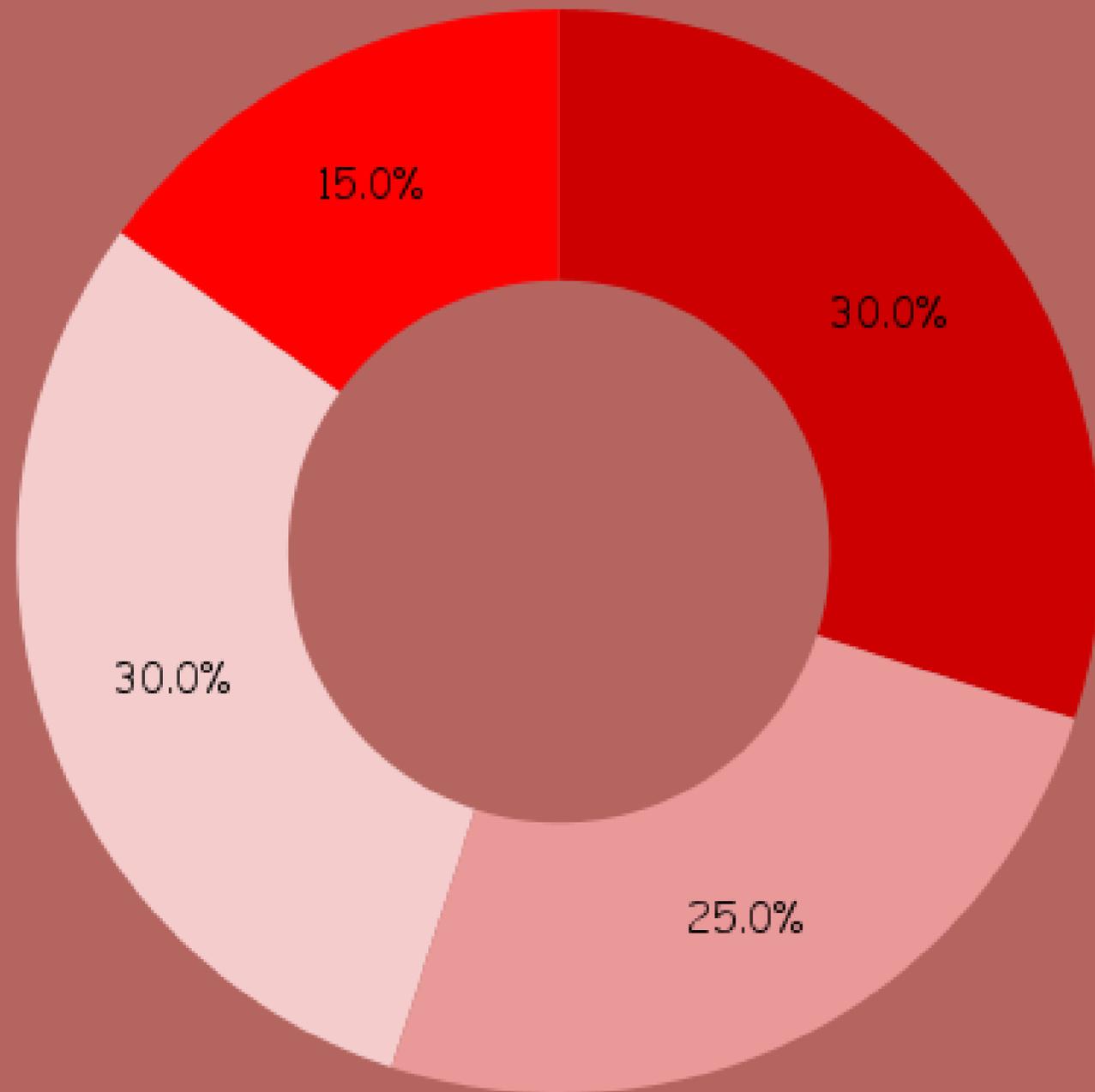
At Jazzicure Nailz we'll utilize social media such as instagram, twitter, YouTube, for our younger clientele as well as an emailing system and Facebook for our old customers to effectively get our service out there. As well as having our clients refer there friends or family. We also plan to print cards stickers and other novelty to pass around.

Competitors



We are similar to nail salons and luxury spas.
BUT we are better because jazzicure nailz
will collaborate monthly with local businesses
of color
there is a high demand of black salons, if we
were to work in a ecosystem we can increase
cliente for all included businesses

Funding Placement



Marketing

30% will be used to reach all sides of the internet and DMV to maximize client flow.

Materials

25% will go to buying materials needed to provide the most premium experience to our clients.

Branding

30% will be going to getting all credible documents to make our clients feel the safest while receiving our services as well as protecting ourselves.

Hiring

5% will be used to hire and pay employees.

Material Cost

Single buy product= \$311

- Nail station- \$160
- Nail lamp- \$20
- Nail drill- \$44
- Implement cleaner- \$65
- Carry bag- \$32

Bi-weekly purchases= \$26

- single use manicure pack- \$26

Monthly purchases- \$59

- nail files & buff blocks- \$8
- nail tis- \$28
- rhinestones- \$11

Bi-monthly purchases-\$89

- nail glue & topcoat- \$19
- Nail remover- \$10
- Acetone- \$13
- Disinfectant products- \$39
- brushes-\$6

profit:

10 clients x \$80 base rate= \$800

biweekly x2+ monthly expenses= \$111

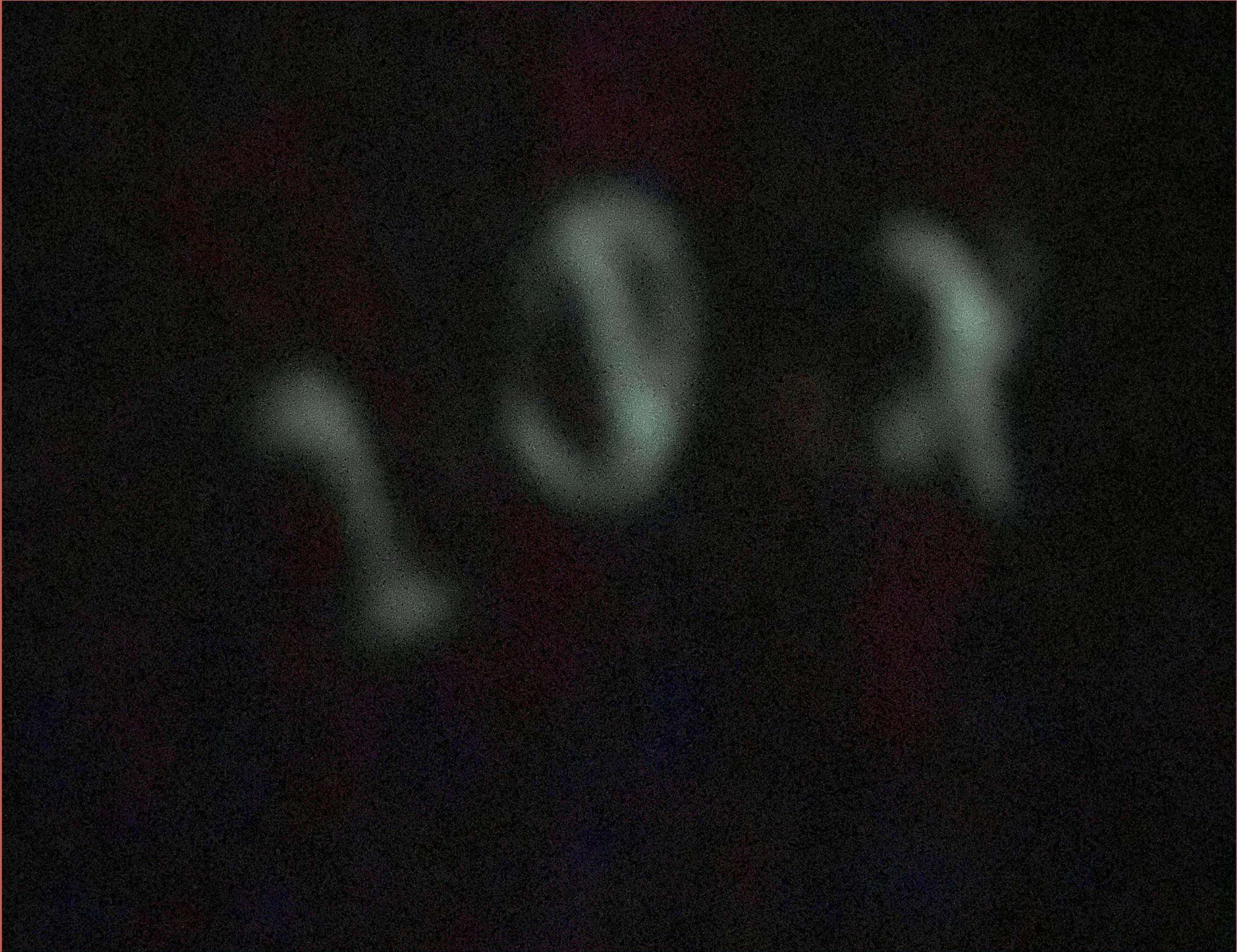
800 revenue - 111 expenses= profit \$689

yearly profit= \$8268



Styles





Styles contd

Time lapse of nails



Wrap up

Imagine you've had a rough day, or week, or even month and you really just need to think about yourself. Some selfcare to revitalize you well-being something that benefits you. Now most people would change something about themselves whether it's they way they dress, there hair color or style, or getting that style of makeup or nails they've been eyeing. So why settle for something that isn't gonna make you relaxed. As finding a salon, negotiating prices, or availability. When we can come to you. Here at jazzicure we value our customer. So it makes sense to have someone who knows your culture to confide in on services that are different from person to person. I want everyone no matter race religion creed or identity to come to an appointment and destress from their lives and just be in the now and wow over there experience with my service. I know that life nowadays is hard but my company strives to be a safe heaven for self expression. We want you to associate our company with the word comfort. Where we make relaxation from our nail creations

Social Media

INSTAGRAM
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